



Lake County Office of
Planning and Community Development

Lake County Retail Trade Study Update (2015) Request for Proposal

INTRODUCTION

The Lake County Office of Planning & Community Development is accepting proposals from professional contractors to assist in the research and assessment of regional and national retail trends for the Lake County Retail Trade Study Update. The primary focus of this study is retail land use and zoning in Lake County. Land use and zoning factors will be examined to determine the current quantity and utilization of land zoned for retail and office, as well as the quantity of land planned for and/or needed in the future. Additional transportation, tax base, and environmental analysis will supplement this research. The relationship between transportation and retail development will be examined, including residential development along or near transportation corridors which incite subsequent retail development. The projected timeline for contractor services is from February 1st, 2015, to May 1st, 2016. The proposed budget for this project must not exceed \$10,000.

CONTEXT

The NOACA Retail Trade Study was conducted in 2000 and provides a retail trade analysis for six counties in Northeast Ohio. This study examines retail trends of both national retailers and local retailers, including: the evolution of retail formats, the outcome of non-traditional retailing, and the impact of technology. Additionally, the effect of national retailers on local communities is discussed in respect to land use, economic vitality, infrastructure capacity, and community appearance. The NOACA Retail Trade Study will serve as the foundation for research, as well as a point of comparison.

Lake County is a major retail center within Northeast Ohio. Findings from the NOACA Retail Trade Study indicate that Lake County is home to the second largest retail community (Mentor) in Northeast Ohio, representing a significant component of the local economy. By researching retail trends on local, regional and national levels, current trends that affect Lake County may be determined. Subsequently, findings may

be applied to the strategic planning for long-term land use needs of communities within this region.

SCOPE OF SERVICES

- I. Understanding of prior market study (NOACA Regional Retail Study, 2000)
- II. Assessment and analysis of retail market patterns and capacity for Lake County and surrounding region
- III. Assessment of retail leakage and surplus for Lake County
- IV. Assessment and analysis of national retail market trends
- V. Overview of emerging characteristics of buildings and parcels sought out by retail developers
- VI. Assessment and analysis of the technological impact (i.e. internet) on retail trends
- VII. Assessment and analysis of population needs for retail uses
- VIII. Deliverables to be included in final report include:
 - A. Narratives on the data
 - B. Maps of data

REPORTING

The contractor of this study will report to the Director of Lake County Planning & Community Development and the Steering Committee, which consists of representatives from the communities within Lake County.

PROPOSAL REQUIREMENTS

- A. **Scope of Services:** The contractor shall provide a detailed response of the approach to be taken toward the designated areas of focus within the anticipated time frame and budget.
- B. **Qualifications:** A resume listing specific and relevant qualifications is required from the contractor. Additionally, a general description of the

contracting firm is requested, including a description of any relevant work completed by the firm (history, disciplines represented, number of employees, etc.).

- C. **References:** The contractor shall include the name, address and telephone number of three clients for whom services similar to those described in the Scope of Services has been performed in the past five years.
- D. **Cost of Proposal:** Proposed costs will be evaluated for rationality and completeness. Contractors are required to submit detailed budgets by task. The budget for each task should include a breakdown of anticipated number of hours for the specified task and fully loaded hourly rates of the firm. The costs included in the proposal should include all material items, as well as any other costs necessary to perform the contract. Proposed aggregate cost must not exceed \$10,000.

SELECTION CRITERIA

Evaluation is based on the contractor's response to the proposal requirements. The table below indicates the weight of each criterion:

Review Criteria	Points
Overall Quality of the Scope of Work Approach	25
Qualifications/Expertise of Proposed Staff	20
Experience on Similar Projects	20
Ability to Follow Project Timeline	15
Understanding of the Project Goals and Objectives	10
Proposal Cost	10
TOTAL	100

SCHEDULE AND SUBMITTALS

Action	Date
Responses to this RFP must be received no later than:	January 4 th , 2016
Selection of the contractor will be completed by:	January 19 th , 2016
All data development and analysis should be completed by:	May 1 st , 2016
All materials, maps, data, and documents prepared under this project should be provided to Lake County Planning & Community Development by:	May 14 th , 2016

PROPOSAL SUBMISSION

Complete proposals must be submitted no later than January 4th , 2015. Please submit proposals in digital format (PDF) to david.radachy@lakecountyohio.gov or mail five (5) copies of the proposal to:

Lake County Office of Planning & Community Development
125 East Erie Street
Painesville, Ohio 44077

QUESTIONS SHOULD BE ADDRESSED TO:

David Radachy

Director, Lake County Planning & Community Development
david.radachy@lakecountyohio.gov
440.350.2740